

2017 Surveys and Research Report

Village of Peninsula Long-range Plan

2017 surveys and research report • 5/30/18 (DRAFT)

Process

- LRP team conducted a series of **surveys and interviews** from April 2017 through November 2017, to give a voice to residents, members of government and other stakeholders in our community
- LRP team also **researched trends, technological advancements and other factors** that may influence and shape our community since the plan was originally written



Survey: Resident Open House

April 8, 2017

Resident Open House

- On April 8th LRP team members and volunteers hosted Peninsula residents at the library and asked them a series of questions.
- 56 residents attended

How long have you lived in Peninsula?	# of participants
0-5	9
6-10	8
11-20	16
21-30	5
31-40	4
41+	13



Where do we hang out now?

- Residents were asked to mark on a map where they currently like to hang out in the community.
- This gives us an idea of real usage of the Village's spaces, businesses and attractions.
- G.A.R. Hall, the Library and restaurants topped the list, followed by churches, recreation, and retail
- This information may be useful in planning infrastructure, traffic patterns, and development that benefits residents

Top Ten Locations	0-5	6-10	11-20	21-30	31-40	41+	Total
G.A.R. Hall	9	7	8	1	2	4	31
Library	5	6	8	3	3	4	29
Winking Lizard	5	12	8		1	2	28
Fishers	5	7	4		2	4	22
Deep Lock Quarry	2	6	2	1	2	1	14
Boston Twp Hall	1	1	2	3	3	3	13
Lock 29 Trailhead	1	6	3	1			11
Terry Lumber		2	3	1	2	2	10
Log Cabin Gallery	2	2	4		1		9
Mother of Sorrows		2	5		1		8

Where would you like to hang out?

- Residents were asked to mark on a map where they would like to hang out in the community.
- This gives us an idea of areas that may need better access or need to convince residents to take the time to visit.
- Once again G.A.R. Hall and Library were high on the list. Farms and recreation areas were desirable locations not currently being visited as much.

Top Ten Locations	0-5	6-10	11-20	21-30	31-40	41+	Total
G.A.R. Hall	2	4	5				11
Quarry	3	2	4			1	10
Library	2	4	2				8
Brandywine CC	2	3	1		1		7
Deep Lock Quarry		4	2	1			7
Greenfield Berry Farm	3	2	2				7
Trapp Farm	2	1	3		1		7
Heritage Farms		3	2		1		6
Horseshoe Pond		2	2	1	1		6
Lock 29 Trailhead	1	2	2		1		6

What could improve our community?

■ This was open ended, residents could provide as many answers as they wanted.

■ Newer residents felt there were more opportunities to improve via development, older residents via civics, community and wastewater.

■ Wastewater / water, development and community / civic issues dominated the responses

How long have you lived in Peninsula?	# of responses	participants	average per
0-5	40	9	4.4
6-10	34	8	4.3
11-20	45	16	2.8
21-30	12	5	2.4
31-40	16	4	4.0
41+	34	13	2.6

Improvement Categories	# of Mentions
Community	31
Development	31
Civic	20
General Store	15
Wastewater	10
Parking	10
Water	9
Coffee Shop	9
Sidewalks	7
Services	7

Improvement Categories	# of Mentions
Route 303	7
Preservation	7
Wastewater & Water	5
Infrastructure	5
River Access	3
Other	3

What could improve our community? (con't)

Civic / Community – residents are asking for more cooperation w/ the Park, Boston Twp., and within our own council. Better communication from elected officials. Better sense of community, events, embrace the park, being more inclusive are important to residents.

Development – residents are looking for a variety of new experiences in town such as a brewery or distillery, river access businesses such as a canoe livery, more (local) food and housing options. Also they'd like to see our older buildings fixed up and better utilized.

General Store & Coffee Shop – the two most common, specific requests, residents want these businesses to fit our character and provide convenience and community.

Wastewater / Water – there seems to be support for these utilities by residents of all demographic backgrounds.

Sidewalks, Services and Preservation – are all on the minds of residents as ways to improve the Village

If money were no object,
what would you do?

■ This was open ended, residents could provide as many answers as they wanted.

■ Newer residents were looking to development and river access, older residents were focused on infrastructure and route 303

■ Wastewater / water, development and river access were all common responses

	# of responses	participants	average per
0-5	32	9	3.6
6-10	36	8	4.5
11-20	38	16	2.4
21-30	11	5	2.2
31-40	7	4	1.8
41+	40	13	3.1

Categories	# of Mentions
Infrastructure	25
Development	25
River Access	13
Water	12
Civic	11
Community	11
Wastewater	10
Wastewater / Water	9
Route 303	8
Preservation	8

Categories	# of Mentions
Sidewalks	7
General Store	7
Parking	5
Recreation	5
Services	3
Other	5

If money were no object,
what would you do? (con't)

Infrastructure – residents want improved roads, bike lanes, underground wires, renewable energy and better access to outlying areas and farms.

Development – more downtown attractions, a more diverse selection of food and retail shops, senior living, find a solution for the intermediate school, tiny homes, ecology center.

River Access – make the community accessible to kayaking, clean up the river, fishing, revamp buildings to have better view of river, public space near river

Route 303 – keep two lanes, no widening. Others wanted to close 303 or not allow trucks.

Preservation – pay people to restore their homes, restore everything to original, help the Foundation preserve buildings

Sidewalks – extend sidewalks to the outskirts of town to improve foot access for all.

What do you like about our community?

■ This was open ended, residents could provide as many answers as they wanted. Responses often covered more than one category.

■ There is basically universal love for our music, parks, towpath and small town feel. Older residents preferred the people and community aspects, newer residents

■ Further work can be done on categorizing responses.

	# of responses	participants	average per
0-5	70	9	7.8
6-10	49	8	6.1
11-20	75	16	4.7
21-30	16	5	3.2
31-40	16	4	4.0
41+	75	13	5.8

Some of the higher ranking categories	# of Mentions
Parks / nature	37
Small town	29
Community	27
History	25
People	24
Music	19
Geography	16
Art	14
Library	13

Survey: Resident Online Survey

July 3, 2017

Resident Online Survey

■ Between April 9th and July 3rd residents had the opportunity to respond online to the same questions we asked at the open house.

■ Open house attendees could respond again with any additional thoughts.

■ We had 10 responses online, they were in line with what we heard during the open house.

How long have you lived in Peninsula?	# of participants
0-5	3
6-10	5
11-20	1
21-30	1
31-40	0
41+	0

"Bring water lines to the village! Free or low cost high speed Wi-Fi to all village residents."

- 0-5 year resident, 56-65 years old

"Expansion of mixed use district. Architectural review for new construction and remodeling in the mixed use, small lot and business districts."

-31-40 year resident, 56-65 years old

"I love the tight knit family atmosphere. I appreciate the police support and the involvement of our fire department in activities like Halloween and Memorial Day Parade. And I am so grateful that I feel safe with my children playing outside!"

- 6-10 year resident, 25-35 years old

"Improved collaboration with Boston, the Park, and within Council, to establish sustainability of economics and art / tourist business development"

-11-20 year resident, 56-65 years old

Survey: Visitor Survey

August 26, 2017

Visitor Survey

- On August 26th we conducted a visitor survey outside of Trail Mix Peninsula.
- We had sixteen (16) responses.
- We asked visitors several questions regarding parking as well as if they visited that day via the train.
- Parking was met with mixed reviews
- Visitors like our small town charm. They would like to see more dining and retail options.



	City	State	Age Range	How often do you visit Peninsula?	Why do you hang out in Peninsula?	How long do you visit for?	Would you pay to park in town?	What's a reasonable price to pay for parking?	Would you prefer free parking if you had to walk 3-4 blocks?	Did you ride or plan on riding the train today?	What do you like about our community?	What would make you more likely to visit again?	What do you wish Peninsula had to make it better?	
					live here work here play here shopping restaurants concerts other									
1	Shaker Heights	OH	35-45	first visit	*		3-4 hours	yes	\$3 all day	yes	yes	scenery, closeness, options	family trip	
2	Cleveland	OH	55-65	annually	*		all day	no	\$2.50 all day	no	yes	great place to visit small, historical, train, bike trail	less waiting time to go back (via train)	spanish and chinese restaurant
3	Poland	OH	66+	annually	*	biking	1-2 hours	no		no	no			
4	Warren	OH	55-65		*		all day	yes		yes	no	home town feeling		
5	Cleveland	OH	55-65	annually	*	*	1-2 hours	no (take the train) yes if forced to	\$0	no	yes	quiet	looking forward to coming back when the leaves change	activities (interactive) music program a variety of restaurants
6	Cleveland	OH	25-35	first visit	*	*	all day	\$1 / hour		yes	yes	interesting activities		different affordable restaurants, free events
7	Cleveland	OH	25-35	first visit	*		4 hours		\$5 all day	yes	yes	walkable, small town what I've seen so far it's alright	more choices in gift shops	
8	Cleveland	OH	55-65	first visit	*	*	1-2 hours	no		yes	yes			
9	Cleveland	OH	55-65	weekly	*	play here	1-2 hours	no	\$0	yes	yes	old timey fisher's charming village	bike events	more bike event, crosswalk over 303 better crosswalk on Main Street
10	Fairview Park	OH	55-65	weekly	*	*	1-2 hours	no		yes	no	yes		
11	Mentor	OH	45-55	annually	*		all day	yes depends on function	\$5 all day	yes	yes	cleanliness, trails, train, friendly, happy	more restaurants keep doing what you're doing	more shopping
12	Sagamore Hills	OH	66+	weekly	*	*	varies	no		no	no	friendly, cute town path, everyone is active, quaint		
13	Fallstown	OH	35-45	monthly	*		2-4 hours	no		yes	no			
14	Toledo	OH	35-45	first visit	*	visit family	1-2 hours	no	\$0	yes	no	sunny	a brewery / distillery	scavak rental
15	Kant	OH	55-65	annually	*	*	all day	yes	\$1 / hr or \$5 / day \$1 / hr or \$10 / day	yes	no	everything	nothing additional things to do and see	nothing
16	New Franklin	OH	55-65	monthly	*	*	1-2 hours	yes		no	no	it's on the trail		more parking

Visitor Survey Responses 8/26/17

Stakeholder Interviews & Survey

Summer & Fall, 2017

Stakeholders

LRP team interviewed and surveyed key stakeholders during the summer and fall of 2017 to get their input into our community and long-range plan

- Cuyahoga Valley National Park (CVNP)
- Cuyahoga Valley Scenic Railroad (CVSR)
- The Peninsula Foundation (Foundation)
- The Conservancy for CVNP (Conservancy)
- Boston Township
- Village of Peninsula
- Peninsula Area Chamber of Commerce (PACC)



Survey: Peninsula Area Chamber of Commerce (PACC) Membership

August 7, 2017

PACC Survey

- In June we conducted an online survey of members of the Peninsula Area Chamber of Commerce.
- We had fourteen (14) responses.
- Businesses are located here because of Peninsula's central location and tourist attractions.
- More parking and wastewater treatment are important needs.
- Businesses would like to see better wayfinding, a coffee shop and better marketing and communication / cooperation with government and residents to promote the area and economic development.

"Tax incentives are always a plus for a business but may also be a detriment to the village. Open communication w/ businesses - encouraging collaboration between the Village and businesses w/ economic projects etc. Involvement helps to create trust, support and vital idea sharing. This survey is a great example."

"Make the community more attractive to younger workers - better housing options and year round activities and amenities. A Starbucks class coffee shop (doesn't have to be a chain) with wi-fi, coffee, food and working space. More diverse, better lunch options. Encourage the business community w/ shared space options, networking - nurture the services business community"

"More arts related businesses to continue to grow Peninsula as a cultural tourism center. More choices for food, especially farm to table."

"The challenges are parking, sewer, and signage. But it will take investment from many to overcome these. This should be a long range strategy, not a quick fix"



Interview: Cuyahoga Valley Scenic Railroad

Summer / Fall, 2017



Cuyahoga Valley Scenic Railroad

- Railroad carries 250,000 passengers a year
- Parking availability and ADA (handicap) parking is a major concern
- There needs to be compliance and consistency with current zoning codes and regulations
- Mill Street is perceived as being very dangerous for pedestrians. The area on the west side of the railroad tracks, bet. restrooms and Century Cycles is unsafe and should have a fence to prohibit pedestrians crossing tracks. The railroad is working with the Park on this issue.
- The station in Peninsula an iconic piece of history for Peninsula and the railroad. Its future is strong
- The railroad is currently working on a long range plan
- Suggest working with Village on road and right of way to improve safety
- The Village and railroad are working well with each other. Excellent collaboration with police. Village support for Polar Express is very good. Could be more ties with the Chamber of Commerce